



STRATEGIC PLAN
2020-2022

Mission Statement:

The Dermatology Nurses' Association is a professional nursing organization comprised of a diverse group of individuals committed to quality care through sharing knowledge and expertise.

Core Purpose:

To promote excellence in dermatological care.

Core Organizational Values:

- **Integrity:** Evidenced by transparent decisions, honest actions and ethical behavior consistent with an abiding respect for the dignity and value of individuals.
- **Credibility:** Evidenced by earned respect for empowering education, excellence in advocacy and quality resources that support growth and development of the individual and the profession.
- **Visionary Leadership:** Evidenced by innovative programs and services continually focused on advancing the interests and meeting the needs of our patients and profession in a changing world.
- **Collaboration:** Evidenced by an inclusive culture that appreciates the value of diverse perspectives, the power of common vision, and the satisfaction of equalitarian relationships among peers, mentors and friends.

Vision:

DNA will be the global authority for knowledge and expertise in dermatology care.

Vivid Description of a Desired Future:

DNA is at the hub of a vibrant global network of dermatology care providers. Health care professionals from around the world access DNA's knowledge and expertise in dermatology care through a wide variety of high quality educational resources including a premiere journal, international conferences and cutting-edge technology. DNA members serve as content experts, educators, mentors, and advisors in collaborative health initiatives to assure inclusion of the dermatology nursing perspective.

Because DNA is consistently quoted in reputable media, patients and consumers look to DNA for accurate and up-to-date information about skin health and disease prevention measures. DNA's influence on governments assure that there is equitable access to dermatology care.

Key Drivers of Change:

DNA recognizes the following as key drivers of change effecting the DNA:

- Change in composition of membership and meeting their needs
- Lack of funding across all spectrums
- Technology, internet, social media connections and the ability to adapt as quickly as technology allows and people expect
- How DNA aligns itself with other organizations
- Need for a voice in legislation and regulation
- Value of a DNA membership in the practice
 - Relationship of the credential to reimbursement and regulations
 - Member-perceived value
 - Employer-perceived value
- Competition
- Meaningful engagement
 - Mentorship
 - Volunteers

DNA's Definition of Engagement:

Meaningful engagement at DNA is the investment of knowledge and expertise, resources, time, and participation of stakeholders to provide mutually beneficial long-term growth and collaborative relationships that enhance the profession of dermatology.

In order to sustain DNA engagement our stakeholders are inclusive and diverse. They include:

- DNA Board of Directors
- DNA Committees
- All DNA members
- Corporate sponsors
- Affiliations/Coalitions/Partners
- Patients/Caregivers
- Communities
- Member employers
- Potential members

Goals and Objectives

Goals represent **outcome-oriented statements** intended to guide and measure the organization's future success. The achievement of each goal will move the organization towards the realization of its "Envisioned Future" within a 3-5 year time frame. Supporting **objectives further clarify direction** and describe what the organization wants to have happen in the next 1-3 years. In other words, a descriptive statement of what constitutes success in measurable terms. Objectives indicate a direction by using terms like increase, decrease, reduce, consolidate, abandon.

- 1) **Public Awareness and Advocacy.** DNA will be recognized and resourced for their knowledge, expertise, and advocacy in dermatology, nurse practice, and healthcare.
- 2) **Education.** DNA will be recognized as the leading educator for dermatology nursing worldwide.
- 3) **Professionalism.** DNA certifications and certificate programs will be recognized as the highest quality. Scopes and standards of practice in dermatological nursing will be based on dermatology outcome-based research.
- 4) **DNA Programs and Services.** DNA members and the dermatological community will have access to premier programs and services at all levels of practice.
- 5) **Financial Sustainability.** DNA will remain financially solvent.
- 6) **Technological Advancement.** DNA will expand our technology networks to increase meaningful engagement.
- 7) **Engagement.** As an inclusive organization of interdisciplinary professionals committed to advancing dermatology care, DNA will foster active participation and mentorships for its members and community in a volunteer-driven environment.
- 8) **Governance and Structure.** DNA will have an effective, balanced structure and governance.